LION LOOSE IN DREAMLAND CONSUL OBLIGES, FOR THE

SEASON IS UPON US. Scares Venus to the Bottom of Her Pool and Bites Joe Stael Three Times, Waking Him Up Dodges Lasso, but Is Caught Other Coney Portents.

Some sort of sloop grounded off Sea Gate for a few moments yesterday and then was hauled back to deeper water. and three boys robbed a Coney merchant of \$3.60 in Lincoln cents, and Surf avenue was jammed with a midsummer crowd. and two early swimmers were rescued from drowning by a man in a boat, and Luna had an informal opening with red coated brass bands to help, and a Nubian ion just plumb busted through a big window in Dreamland, carrying the sash with it, and then ran part way, round the resort bleeding at the nose, and Fred Henderson opened his newly decorated restaurant, and so did the Feltman boys, and all the Coney Island merchants got together to protest against the B. R. T.

Ferrari knew not Consul's possibilities.

box which animal men call the transfer box and urge the lion to leave the express company's cage by way of the transfer a detailed tale The box is just large enough to hold a large lion. At one end the box is covered with an iron grating and at the other end is a sliding door.

Consul of Nubia grasped the idea that the sticks being poked at him meant that he was to enter the transfer box. The moment Consul had crowded himself Eddie Euzelle wrapped their arms around

door rolled in a westerly direction, leaving

of some sort under way and had from his office to get the details. almost met the hon as it came out

diving show just as the girls in the were thinking about rising to sink of for the third time. The press quickly climbed onto the balcony ballroom at the foot of the tower the might gather the details of was doing.

was doing
the this fool lion ran back toward
gold, crimson and white wagen
ers, Frank Wilstach, carpenters.

THE OLDEST AND THE STRONGEST

The first policy written in this coun try guaranteeing the payment of a mortgage was issued by this Company. Since that time we have repaid mort-

gages totaling \$2 15,000,000 without the loss of a dollar to the investors. The holders of these mortgages never had to wait a day for the payment of

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friends of the management, Sam Gum-

together to pretest against the B. R. T. making the Brighton Beach station the principal stop for express trains instead of bringing the first real Sunday crowd to the heart of Coney as of yore, and to the heart of Coney as of yore, and to the beart of Stael three times in the calf of the leg.

Outside of this, however, nothing happened out of the ordinary at Coney Island yesterday.

Joe Stael, who works for Ferrari, the animal trainer who has succeeded Bostock at Coney, was sleeping at noon under a gold, scarlet and white circus wagon just inside the Stubenbord entrance to

gold, scarlet and white circus wagon just inside the Stubenbord entrance to Dreamland when the lion came up to Joe and bit him three times. Joe turned over petulantly at the first bite and mumbled as if in troubled sleep. He was dozing off again when the lion bit him twice more. So Joe got up.

He told the lion to go away. The lion jumped from under the wagon then, and resting its forepaws lightly on the broad chest of a Ferrari employee named Harry Smith bounded over Harry lightly and headed toward the Six Diving Sisters, who were rehearsing their annettekellermann stuff near the main entrance to the park. Harry fell backward owing to shock, but recovered quickly and chased the lion angrily to whip it for breaking loose.

It was partly Harry Smith's fault that the lion got out. Yesterday forenoon Signor Ferrari superintended the unloading of the new Nubian lion, so new to the show that even the great Signor Ferrari knew rot Consult not police station to ask the desk to send a cop over to hep catch Consul. Patrol-man Frank White was "next out and got the job. But in the meantime Consul had done a silly thing. You who have been to Coney know that the old Bostock arena is circular. Running off at a tangent from the outside circular walls meet to form an acute angle. With Ferrari and Harry Smith hot-footing it bebind him, Consul ran into the pen formed by the fence and the circular walls meet to form an acute angle. With Ferrari and Harry Smith had roped him, piled lumber on top of him, shot him with blank .44s. Solded him severely, backed the transfer box against him, prodded him back into the transfer box, picked him up and to his cage.

And this time of the gold, crimson and white corealine and police station to ask the desk to send a cop over to hep catch Consul. Patrol with the was "next out and got the job. But in the meantime Consul had done a silly thing. You who have been to Coney know that the old Bostock arena is circular. Running off at a tangent from the outside circular walls meet to form an acute an

started all over again to transfer to his cage.

And this time the transfer was made carefully. Joe Stael in the meantime had had the three tooth wounds cauterized. And for the rest of the day consultinged slightly about his cage and Joe limped more perceptibly all over Dreamland and Surf avenue telling a detailed tale.

END OF AVIATION MEET.

Beachey Wins the Five Mile Scratch Race -Some Feature Flying.

WASHINGTON, May 7.-Ten thousand people crowded the old Bennings racetrack to-day to witness the closing flights into the box Harry Smith slammed the of the aviation meet. Glenn Curtiss was in sliding door on the lion. Then Harry and personal direction of the contest events and an Aero Club committee was on the

door rolled in a westerly direction, leaving one end of the transfer box wide, wide, wide, wide wide open. Consul, a bit shaken upand nervous, jumped out upon the floor. Eddie jumped out of the arena almost simultaneously. It was related last night that Harry Smith, who lives in Park Hill.

HEARD IN HOTEL CORRIDORS

At the same time I believe that if a vote were taken in Canada to-day on the question the people would not vote for it. Still there is a better feeling on the subject than there was two months ago."

Mr. Cosby agreed with the suggestion that the number of Canadians at present travelling in the United States is unusually large. "There were more than fifty Canadians at the hotel where I stopped in Atlantic City." he said.

With some women the possession of a \$1,000 sealskin coat entails a constant feeling of responsibility. Not so with a recent visitor at the Wolcott, who left the hotel the day before yesterday and actually got as far as Pittsfield, Mass., before she remembered about it. Then she got off the train and busied herself with a long distance telephone and the result was excitement at this end of the

She was sure, was the fair telephonist, that something terrible had happened to that coat, because the last she rememto that coat, because the last she remembered of it was that a maid had given it to a bellboy to take up to her room.

A search party was immediately instituted in the hotel and scouts sent first to the rooms lately occupied by the visitor. In the sitting room is a large wardrobe, the front of it a mirror. The scout opened the door, and there, hanging from a hook, was the missing coat. A special messenger arrived yesterday morning, having been sent by the owner of the coat, and when he had signed for it a sigh of relief was heard in the hotel office.

How New York appears from the standpoint of a gentleman's gentleman who has been making his first visit here was gathered yesterday at an uptown hotel from one such. He is English.

"It's a fine place, sir," he said. "I have had a chance to get about a bit, and of course I know lots of chaps who are in service over here, and I have never had so much to drink in my life without paying for it. Every one seems so glad to see one. I had quite a walk last night on that street they call the Broadway, and it

was most interesting.

"Yes, sir, wages is a bit higher over here than they are at home, but I have a good place. In some parts of England farm labor is very much underpaid, being as low in some places as 12 shillings a week, and then you have to find vourself and perhaps a family of twelve or fourteen in the bargain. But it is a pleasure to find so many friends have done well over here."

got on to the ease with which the old New

and an Aero Club committee was on the field to judge the pilot license trials.

Lincoln Beachey was the star of the day. He won the field to judge the pilot license trials.

Lincoln Beachey was the star of the day. He won the five mile scratch race over J. A. D. McCurdy with ease, covering the distance in a fraction less than five minutes. For the first four laps the race was an exciting one and both aviators resorted to every form of aerial jockeying to gain advantage.

Hugh kobinson was the only aviator to fly for the coveted scrap of paper which admits to the Aero Club meets, and the sandton of the transfer box slip.

The box fell over on its side. The sliding door rolled in a westerly direction, leaving one and of the transfer box with a minutes after his descent.

McCurdy made several flights and won ters and one of the clerks helped him out

"The second night after his arrival

Takes proposed of the areas all the control of the areas and the control of the control mperial. Beadleston & Weerz It's Pure! It's Bright! It's Sparkling! It's Delicious!

not a treaty and could be terminated at any time at the option of either party. At the same time I believe that if a vote a fireboat in action and underneath is the

the Fire Department has the picture of a fireboat in action and underneath is the caption, "Fireboat William Duane."

"What Duane was that boat named after?" was asked at Fire Headquarters.

"After James Duane, a former Mayor of this city. Nearly all the fireboats are named after former Mayors," Commissioner Waldo explained.

"William Duane was a deputy chief and entered the department in 1888. He died a little more than a year ago. The clerk in preparing the manuscript of the annual report for the printer knew more about the deputy chief than he did about the ex-Mayor, and scratched out James and put in William."

a fireboat has been named the response will be William. An annual report of the Fire Department has the picture of a fireboat in action and undermeath is the caption, "Fireboat William Duane."

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"William Duane was after the service of the department a 1985. He died entered the department at 19

in the memory of Western women who come to New York shopping," said a woman from Iowa. "Before I left home I thought it ridiculous for my friends who had passed through the ordeal of going bankrupt in New York to say: 'There is one perfectly lovely girl in the shoe department at A's store, a nice girl in the waist department at B's, and another in the millinery department at C's.' How, I argued, was it possible for women who had spent hundreds of dollars in stores that employed thousands of clerks to pick out three or four girls as examples of good nature and cheerfulness?

"But now I know. For a week I have wrestled with the clothes proposition in New York, and after interviewing scores of young women behind the counter I am going home with just three that have treated me like a human being enshrined in my memory. At thought of them a glow of gratitude envelops me. Such an experience would not be possible in a Western store. Maybe the girls out there do not stand a bit nearer the angels, but they are required to simulate whatever virtues nature denied them. The stores there have goods to sell, and the girls are obliged to try to sell them. In this town you have to plead with a girl to show the goods on her shelves. New Yorkers are so accustomed to such treatment that they no longer resent it, but it still rankles in the soul of the independent Westerner."

"The Live Topic about lip reading which I noticed in THE SUR of May 1 interested me." said a theatrical manager. "Time and time again we're asked to have our actors face the audience squarely when speaking lines that are of great importance. The explanation for this request is generally the same, that deaf people in the audience who depend on lip reading rather than hearing lose the run of the play if some important lines are spoken by a person whose lips can't be read. An actor or actress who's stuck on posing in profile is always the despair of the deaf people in the audience, as they say it's almost impossible to read lips in profile. Our ticket agent hears another side of the same question. People tell him when buying tickets that some one in the party is stone deaf and must read the lips of the actors in order to follow the play. Then they ask him on which side of the theatre these particular seats should be located to make this lip reading the most satisfactory. Often the stage have our actors face the audience squarely should be located to make the most satisfactory. Often the stage setting decides which way the actors must face, and if a deaf person gets on the wrong side of the house the play is prac-tically lost."

A young woman who was going from I was turning a corne.

when I saw a crowd and heard a man say.
I am a friend of his and will see him home?
The speaker was our French guest at the hotel and he was helping an unmistakably hotel and he was helping an unmistakably drawnk man into a cab.

desired of the cab, so I house she noticed that a young man was canvassing the same housesthat she had visited, but the butlers home received a children's home received a c I was turning a corner back of the hotel house to house in a street on the upper



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COMMERCIAL TRUNKS

HEARD IN HOTEL CORRIDORS

ONE CANADIAN CONSERVATIVE
FOR RECIPROCITY.

Harry Ceeby says the Dominion Thinks
Better of it With Time—stery of a
SI,000 Sealskin Cost Left Behind
—English Valet's View of New York.

Harry Cosby, who was a member of
the Canadian House of Commons for
thirteen years, is a Conservative, but he is not against reciprocity. Mr. Cosby is not his way back to his home at Belleville, Ont., after dividing time between
Old Point Comfort, Va., Atlantic City and New York.

"I think reciprocity is well worth giving a trial," said Mr. Cosby yesterday at the Waldorf. "It is only an agreement and not a treaty and could be terminated at any time at the option of cither party. At the same time i believe that if a vote were taken it Canadian Duane."

LIVE TOPICS ABOUT TOWN.

High taxiosb rates have given extra work to relieve details on the telephone service.

Harry Cosby says the Dominion Thinks
tors. Persons who wish to meet friends at the name of the days of common cabs people who expected to go down in a hired right to go down in wind and Limb, to Be a good hater, to Make Enemies and the without wearing myself out. That is given that it is less ethasusting to talk for four hours than a feed at the present than to the without wearing myself out. That is without wearing myself out. That is without the that it is less thream to to a fired that it is less thream to the lite of the force of the feed of getting somewhere, than to the fired sating and the pre

B. Altman & Co.

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Telling John to Tell James to Tell Mary

TF you have something important to say to Mary, you will doubtless agree that it is better to deliver your own message than trust to her getting it at second or third

As a manufacturer of goods bought by women, your all-important message is to the ultimate consumer of your productthat's Mary.

Are you asking John (that's the jobber) to tell James (that's the retail dealer) to deliver that message for you?

We are distinctly not among those who believe that the function of the jobber is decreasing, but the jobber handles a great many lines of goods-he has a great many messages to deliver. He can not spend overmuch time and thought on delivering

The interests of the retailer and the manufacturer are one, but the retailer has also many messages to deliver. Chief among these is his own message to his customers. With all the good-will on his part in the world, your message must take its chance.

The power of modern advertising lies in the fact that it delivers your message direct to the ultimate consumer.

It sends that consumer to the retailer with another message which the retailer understands best of all: "I want those goods."

It sends the retailer to the jobber with the message he understands best: "I want those goods." And the jobber brings that mes- . sage home to you.

There, in a nutshell, you have the modern science of merchandizing.

The Ladies' Home Journal will deliver your message to 1,400,000 ultimate consumers of goods bought by women, representing a buying power many times beyond the capacity of your business to supply. The steps taken by others to make such a message effective you can learn from our 40-page book on modern merchandising. Sent free on request.

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